

# Discover the benefits of your association

Whether you actively attend chapter meetings, enjoy the crowded aisles at Congress and Awards Night, or just a quiet talk with a peer, Landscape Ontario provides great opportunities for our members.

There is strength in numbers!

I've been asked, "Why be a member of Landscape Ontario?" I usually reply, "Why wouldn't you be a member of an association that supports the trade where you make a living?"

As a professional association, members benefit from the services offered by Landscape Ontario as well as opportunities to learn and network with peers at the chapter level. But it really goes much further. We grow leaders, we make new friends, we share ideas, we become mentors, we give back to the community, we cultivate partnerships, and we motivate each other.

With over 2,400 members, Landscape Ontario is the province's pre-

mier horticultural trades association. Our mission is to represent, promote and foster a favourable climate for the advancement of the horticulture industry. Through the efforts of members, volunteers and staff, your association provides a unified voice for the green industry.

Stay inspired, and stay motivated. Discover something new today at Landscape Ontario.

Please take the time to review the services, opportunities and benefits of your membership that may be found throughout this special issue.

Lexi Dearborn CLD LO Membership Committee Chair

# Membership categories

In a few short weeks annual membership renewal packages mail out, including your dues invoice. While this is a very busy time of year, it is important to factor in the cost of your Landscape Ontario membership with your company's bottom line, as well as refresh yourself on the benefits your membership provides, including savings opportunities. For your reference, here is a breakdown of the different categories, benefits and costs associated with your membership.

### **Active members**

This classification is given to seasoned professionals with over three vears in business. Active members are entitled to all of the benefits through Landscape Ontario, including the use of the Green for Life logo. The cost of an active membership is \$572.91 (HST included).

### **Associate members**

Associate members are companies and/or suppliers providing a product or service to the industry and are

entitled to all Landscape Ontario membership benefits. The cost for an associate membership is \$691.56 (HST included).

### Chapter associate members

Like associate members, our chapter associate members provide a product or service to the industry; however, they are focused exclusively on one of our nine chapters. The fee for a chapter associate membership is \$381.94.

### Interim members

The interim membership is designed for companies in the early stages of their journey (at least one year, but less than three years in business). This type of membership allows you to get a great introduction to the horticulture industry while utilizing the resources and support Landscape Ontario has to offer. Once an interim member has been upgraded to Active membership after they have been in business for the required time, they are then entitled to the use of the

Green for Life logo. The cost of an interim membership is \$350.30 (HST included).

### Horticultural

This membership is based on one's connection to the horticulture industry including teachers, media, government officials etc. The fee for this membership fee is \$175.15 (HST included). This membership allows an individual to stay connected to the industry through LO publications. chapter events etc. However, cost savings benefits do not apply.

If you are a student of horticulture wanting to get a foot in the door in the industry, then this is the membership for you. Best of all...it's free! Students can utilize their subscription to Landscape Ontario magazine, enews and are welcome to attend chapter meetings to network with future colleagues.

Should you have any questions about membership categories, or questions pertaining to member benefits, please feel free to contact LO's membership department at 1-800-265-5656, ext. 354.



# Landscape Ontario Board of Directors

### **Provincial Board**

President Dave Braun 1st Vice President Warren Patterson 2nd Vice President Paul Brydges CLD Treasurer David Wright CLP Past President Phil Charal

### **Chapter Representatives**

Durham Brian Baun Georgian Lakelands Margot Byers Golden Horseshoe Tim Cruickshanksr London Peter Vanderley CLP Ottawa Bruce Morton CLP, CIT Toronto Lindsay Drake Nightingale Upper Canada Terry Childs Waterloo Thomas Blatter Windsor Donald Tellier CLT

### **Sector Representatives**

Garden Centres Michael Van Dongen Grounds Management Brian Marsh Growers Gerwin Bouman Irrigation Steve Macartney CIT Interiorscape Stephen Schell CLT Landscape Contractors Peter Guinane Landscape Design Chris Mace Lawn Care Alan White Lighting James Solecki Snow and Ice rep Mark Humphries

# **Members at Large**

Tim Kraemer **Gregg Salivan** 



# Chapter Boards for 2015

### **Durham**

### horttrades.com/chapter/durham

Greg Scarlett CLT, President; Brian Baun, Provincial Board Representative; Carol Fulford, Treasurer and Secretary; Norm Mills, Vice President; Brian Marsh, Past President; and directors, Edward Hewis, Mark Humphries, Christopher Muller, Mike Pennington, April Scarlett, Brian Shelfoon, Janice Shingler and Alex Zalewski CLT.

### Georgian Lakelands

### horttrades.com/chapter/georgianlakelands

Lexi Dearborn CLD, President; Georgie Hamilton, Vice-President; Laurie-Ann Stuart, Treasurer; Lynne Barnes, Secretary; Margot Byers, Provincial Board Representative; Jeffrey Lee, Past-President; Directors, Andrew Beattie, Jen Cuddie, Michael Di Nunzio, Jeff Eichenberger, Jessica Jenkins, Michael LaPorte CLT, Brenda Maitland, Teresa Matamoros and Debbie Wood.

### **Golden Horseshoe**

### horttrades.com/chapter/goldenhorseshoe

Andrew Barz, John Bos CLT, Chris Church, Tim Cruickshanks, Allard DeVries, Scott Duff, Fran MacKenzie, Tim Rivard CLT, Jeff Smith, Christopher Utter and Fiore Zenone.

### London

### horttrades.com/chapter/london

Peter Vanderley CLP, President; Bill Beamish, Treasurer; Matt Hart, Secretary; Jarrett Woodard, Past President; Grant Harrison CLT, Provincial Board Representative; Bill Degraaf, Derek Geddes, Nick Graham, Nicola Kamp, Kevin Marshall CLT, Michael Martins, Tyler Rancourt, Paul Snyders and Mike Wardell.

### horttrades.com/chapter/ottawa

Sundaura Alford CLD, President; Chris Urquhart CLP, Vice President; Steve Neumann, Treasurer; Chris Burns CLT, Co-Provincial Representative; Ed Hansen, Past President and Co-Provincial Representative; Directors, Andrew Burgess, Ashley Cochrane, Jim Curran, Mike Fulcher, Sarah Johnston and Bruce Morton CIT, CLP.

### **Toronto**

### horttrades.com/chapter/toronto

Gus Amro, John Bouwmeister, Chris Clayton, Paulo Domingues CIT, Lindsay Drake Nightingale, Janet Ennamorato, Keith Evans, Shawn Foley CIT, Sabrina Goettler, Steve Hary, Ryan Heath, Craig Mathews, Chaz Morenz, Janet Mott, George Schellingerhoud, Jonas Spring and Mike Watson.

### **Upper Canada**

### horttrades.com/chapter/uppercanada

Sian Pritchard, President; Andre Ypma, Vice President; Judy deBoer Bell, Treasurer; Paul Doornbos CLP, CLT, Secretary; Terry Childs, Provincial Board Representative; Directors, Neil Bouma, Diana Cassidy-Bush CLP, David Gunn, Pamela McCormick CLP and Jesse Perrin.

### **Waterloo**

### horttrades.com/chapter/waterloo

Jeff Thompson, President; Richard Burch CIT, CLP, CLT, Vice-President; Scott Durst, Treasurer; Blake Sicard, Secretary; Randy Adams, Past President; Thomas Blatter CLP, Provincial Board Representative; Directors, Ryan Chuchmach, Jason Dietrich, Trevor Garner, Eric Horst, Sean Jordan, Alphonse Murray, Mike Silva and Robert Tester.

### Windsor

### horttrades.com/chapter/windsor

Donald Tellier CLT, President, Treasurer and Provincial Board Representative; Sal Costante, Vice President; Jay Rivait, Secretary; Jay Terryberry, St. Clair College Liaison; Directors, Jessica Aytoun, Dan Garlatti and Joe Santarosa, Jr.

# Statement of Conduct, Principles and Ethics

This statement outlines the most important principles of ethical and professional conduct. Members are encouraged and expected to observe these principles in spirit as well as letter.

# **General Principles**

To serve our clients with integrity, knowledge and creative ability.

To act fairly, honestly and in a manner they would be prepared to defend publicly.

To maintain confidence and trust in the profession of horticulture.

To protect, at all times, the integrity of the profession, the interests of the client and the general public.

To continually improve their own professional knowledge and skill and keep abreast of new developments in their industry.

To encourage and support education and research within the horticultural field.

To provide other members with helpful, constructive and professional advice, coaching and mentorship when necessary in order to improve the professional reputation and image of the industry.

To consistently maintain the confidence and trust in the profession.

## **Operating Principles**

Members have an obligation to deliver goods and services in an efficient and cost-effective manner, (according to contract specifications) in order to protect the client's interest while maintaining acceptable standards.

Members' advertising shall be neither false nor in any way misleading.

Members shall respect and improve the environment.

Members shall treat employees fairly, honestly and lawfully.

Members shall not make false or malicious statements that may injure the professional reputation of other members.

Members shall endeavour to attract to the profession, individuals with a high degree of honesty, courtesy, integrity and competence.

Members shall meet their obligations and responsibilities to clients, suppliers and employees.



# Special events

Opportunities for learning, networking and growing your business are offered throughout the year.

### **Annual General Meeting** (AGM)

January 13, 2016 All members are encouraged to attend the AGM to vote on new by laws and issues concerning the future of the association. This is your chance to have your say. Held in conjunction with Congress Trade Show. Call Kathleen at 905-875-1805, ext. 309

### Awards of **Excellence** Ceremonies



Gain inspiration and learn from the creativity of LO members at the construction maintenance and design Awards of Excellence Ceremony on Tuesday, January. 13, 2016, held in conjunction with Congress trade show. Garden Centre and Growers Program winners will be recognized at a ceremony on September 16, held in conjunction with Expo trade show. More information at loawards.com or contact awards@ landscapeontario.com.

### Canada Blooms: The Flower and Garden Festival

March 11-20, 2016 Canada Blooms is produced by Landscape Ontario and the Garden Club of Toronto. Held each March, the festival

promotes horticulture to homeowners and offers guests an experience for virtually all their home and garden needs. Visit canadablooms.com for more information.

### **Chapter Events**

Landscape Ontario chapters are very active with informative meetings, consumer gardening events, trade shows and local charity work. Check the Coming Events page in Landscape Ontario magazine or visit horttrades.com.

### Chapter Golf and **Baseball Tournaments**

Chapters organize tournaments throughout the year to benefit local community projects and charities. Participate as a golfer, sponsor, prize donor or volunteer. Watch horttrades.com for event details Call Rachel at 905-875-1805, ext. 354, or rachelc@ landscapeontario.com.

### Congress

January 12-14, 2016 Congress, one of North America's largest



horticultural, lawn and garden trade shows and conferences, offers over eight acres of leading industry products from around the world. The show is co-located with Fencecraft. Visit locongress.com.

### GreenTrade Expo

### GreenTrade Expo

February 10, 2016 Presented by the Ottawa

Chapter, GreenTrade Expo is Eastern Ontario's only horticultural trade and equipmen t show. The show features an expanded seminar series, lunch, contests and prizes. Visit greentrade.ca for further information.

### Landscape **Lighting Conference**

Industry peers will come together on Feb. 8, 2016 at the Teatro Conference and Event Centre in Milton to learn about safety issues, award-winning landscape lighting designs, and meet with suppliers to find out about new products and technologies at this annual conference.

### **Nursery Growers Short Course**

February 3, 2016

Nursery Growers gather for a day-long line up of presentations and fellowship at the Royal Botanical Gardens. Presentations include current research, updates on insects and pests, best practices and Grower's Good Ideas. Watch the events page at horttrades.com for more information.

### Thrive '15



Thrive '15 is merging popular Landscape Ontario green industry events on Sept. 15-17 at the Ancaster Fairgrounds, Jerseyville. Its anchor is Garden Expo, Canada's fall buying show for the retail garden centre industry. Other featured events include Landscape Ontario's Industry Auction, Snowposium, Awards of Excellence Garden Centres and Growers Program and Golden Horseshoe Chapter Chicken Roast.

# Your membership provides great savings

Membership in Landscape Ontario entitles you to a wide range of discounts through the Members Savings Program. Most of the benefits listed below are administered by the Canadian Nursery and landscape Association. LO members are automatically qualified to take advantage of the programs.

To contact CNLA Members Benefits Program, call 1-888-446-3499, or LO membership at 1-800-265-5656, ext. 354.



A 40 per cent discount for LO members on advertising and music 'on-hold.' Call Joel Ostroff at 1-866-433-6733.

### Canadian Federation of Independent Business

Receive a discount on membership fees and access to savings programs, business training resources, business counselors and increased lobbying power at all levels of government.

### casaGURU

Free business listing for landscaping professionals only on casaGURU.com and its partner sites, including HGTV.ca. Go to canadanursery.com to access the promo code.

### Caterpillar

Save up to \$2,000 on select Cat equipment and attachment purchases and 10 per cent off the list or book rate for anything rented through the Cat Rental Store.

### **Choice Hotels**

Save 15 per cent on the lowest Internet advertised price at participating Choice Hotels worldwide, on an available-room basis.

### Chrysler Canada

Save thousands on new Dodge, Jeep and Ram vehicles. There is a \$100 administration fee per vehicle that must be paid by the member to CNLA before the membership confirmation letter will be sent. FCA Canada has agreed to pay this amount on behalf of CNLA members, ending Sept. 30, 2015.

### **CLC Lodging**

Save 20-40 per cent off the lowest published rates for more than 10,000 economy and midscale hotels nationwide.

### **DCR Strategies**

A better way to pay offshore workers through the TruCash prepaid debit card.

### Dynascape Software

Members receive a 10 per cent discount off new or upgrade license purchases and online training.

### Echo/Shindaiwa

Receive a 20 per cent MSRP discount on Echo or Shindaiwa units and accessories.

### **Employers First**

Members receive a 10 per cent discount on over 40 landscape and safety training courses.

Save 10 per cent off daily, weekly and monthly posted retail rates for commercial truck rentals.

### General Motors

Members receive significant discounts on new 2015 GM or Chevrolet vehicles; \$100-administration fee applies.

### Hartwick O'Shea and Cartwright

Negotiated clearance rates from Canada Customs for LO members; World-wide freight forwarding and personalized service. Call Marc Boddy at 905-678-6470, ext. 227, or 1-800-454-0230.

### HortProtect Insurance

An insurance program customized to meet the needs of this industry. Offers property and casualty insurance, life and health insurance and an RRSP plan for your company and its employees.

### Imperial Oil (Esso)

Save time and money while using the Esso business and fleet cards. Discount of 2.9¢ per litre at retail locations only.

### Isuzu Truck

Discounted pricing on select Isuzu vehicles and competitive assistance or fleet assistance; \$100 administrative fee per vehicle.

### Krown Rust Control

Receive access to special fleet pricing programs and discounts on specified products.

### Kubota Canada

Receive 18-22 per cent off the suggested list price, or discounts of 11-15 per cent off the suggested list price for purchases made with zero per cent financing for 36 months. A \$100 administration fee applies.





### LS Training System

Members receive five per cent savings on published rates for training modules. Special pricing available for garden centre training

### Lyreco Office Supplies

Discounts on over 7,000 office products, and ability to customize a discounted core list of items for your business.

### Mark's Work Wearhouse

Fifteen per cent off the majority of Mark's workwear clothing, footwear and safety

### MBNA Canada MasterCard

A CNLA branded MasterCard with high credit limits and low introductory rates.

### Mulligan Marketing

Enjoy LO pricing with your logo on all promotional products. Minimum quantities may apply.

### **NEBS Business Forms**

Members save 15 per cent on printed products, including logo design, and discounted rates with NEBS payweb payroll system.

### Nisco National Leasing

Save with fleet discounts on your next vehicle or equipment. Quick credit applications. Call 1-888-634-9559, or Icatalano@niscocanada.com.

### Petro-Canada

Save 2.4¢ a litre off the posted retail price at retail locations only; 15 per cent off car washes and three per cent discount on propane.

### Retail Council of Canada

Discounted rates on RCC webinars, access to select group discount programs, professional development opportunities, networking events and free publications.

A three per cent discount on fuel purchases using your EnergyCard, and two cents per litre on all fuel, heating oil and bulk propane delivery purchases made on a credit-approved account.

### Work Authority

A 15 per cent discount on all regular priced merchandise.

# thrve '15

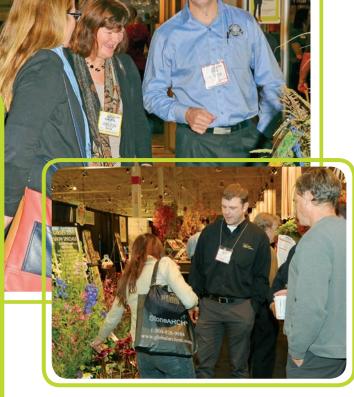
Wednesday, September 16 and Thursday, September 17, 2015 ANCASTER FAIRGROUNDS 630 Trinity Road South, Ancaster, ON

Now in it's 16th year, Garden Expo is a one-stop-shop to explore new products,

meet vendors, learn about trends, socialize and share ideas with peers and retail experts.









### **RETAIL EVOLUTION:**

# The Black Plastic Trash Can and You

Presented by by Judy Sharpton

RETAILERS BREAKFAST KEYNOTE Wednesday September 16

Retail in all categories has undergone a revolution in the past twenty years. The impact of electronic communications has changed not only how consumers buy products online but also in stores. Unfortunately, our industry persists in creating a selling environment that neither reflects nor respects the consumer's potential use of our products. Judy will deliver a challenge to overthrow the black plastic trash can (aka: nursery pot) as consumer packaging and offer an alternative that will change the retail environment and possibly your customer's perception of your store. Don't be left hiding behind a black plastic trash can!



Bypass the line-up at the registration desk. Bring your bar-coded confirmation to the counter and your badge will be printed.

That's it. All done. More time for you.

### LOTHRIVE.COM

YOUR BADGE WILL BE AVAILABLE FOR PICKUP ON-SITE. REFUND POLICY: No refunds will be issued unless event

is cancelled by Show Management.

EARLY BIRD DEADLINE POLICY: No extensions to the deadline will be granted. All prices are in Canadian dollars.

### **THRIVE '15 PRICING**

Each registration includes trade show admission to Garden Expo & Snowposium, and lunch in the Buds n'Suds tent.

# GARDEN EXPO TRADE SHOW PASS Sept. 16 & 17

Until Aug. 28	FREE!
After Aug. 28	\$15 member price
	.\$20 non-member price

# RETAILERS BREAKFAST KEYNOTE Sept. 16

Until Aug. 28	\$20 member price
	\$30 non-member price
After Aug. 28	
-	\$50 non-member price

Early-bird pricing in effect until August 28, 2015.

DON'T MISS YOUR CHANCE TO WIN 1 OF 3 EARLY-BIRD PRIZES!

Registrations completed by midnight Aug. 28 will be entered into the draw.



# Green for Life pride

Landscape Ontario's Green for Life brand resonates with both industry and the public. Take advantage of these materials to set your company apart and promote horticulture!



### Bumper sticker

Available in small (10 x 3.5") and large sizes (17 x 6.25"). Free for members. Order for free online at horttrades.com/promo.

### Truck decals and window clings

Advertise your LO membership on the outside of your vehicle or in the window of your office. Free with membership. Order online at horttrades.com/promo.

### **Professional member labels**

Show off your membership on mailing, invoices and business cards. Free with membership. Order online at horttrades.com/promo.

### Licence plate holders

Your customers will know you are a professional member of Landscape Ontario. Free with membership. Order online at horttrades.com/promo.

### Membership certificates

Display your certificate to clients in your office or portfolio. It tells them you are an approved member of a select group of companies. Free with membership.

### Membership plaques

Active and Associate members are recognized with membership plaques. One free with membership. Order additional plaques for \$12.50 each.

### **Easy Ways To Order:**

Download the order form from horttrades.com/promo. Please mail or fax this completed form to:

EMAIL: Send form to jleworthy@landscapeontario.com

Simply fill out the form and fax to 905-875-3942. Be sure to include credit card information.

MAIL: Fill out the form and mail to: Landscape Ontario, Attn: Jane Leworthy

7856 Fifth Line South, Milton, Ontario L9T 2X8













### **Irrigation Specifications**

Developed by the Irrigation Commodity Group — a great reference for contractors.

Available FREE for download at horttrades.com/promo

### **Workplace Safety Tailgate Talks**

Landscape Ontario Safety Tailgate Talks, developed by Landscape Ontario in collaboration with Workplace Safety & Prevention Services, promotes workplace safety by providing a simple tool for trainers and staff to include safety on the job, in the classroom or shop, or in the truck. Pocket-sized book avail able for \$30 each.

### Reference Guide for Developing Planting Details

Complete with large diagrams on how to properly plant caliper trees and evergreens.

1-9	\$5.00 ea
10-50	\$2.00 ea
50+	\$1.50 ea

### Reference Guide for Selecting and Handling Plant Material

An essential resource for the proper evaluation of planting sites and selection of plant material.

1-9	\$5.00 ea
10-50	\$2.00 ea
50+	\$1.50 ea

### **Snow and Ice Maintenance Contract**

This piece was developed to be fair to both the contractor and the property owner with regard to slip and fall claims, damages and the amount of work to be performed.

Available FREE for download at horttrades.com

### **Snow and Ice Equipment Chargeout Rates**

Standard industry charge-out rates for equipment opeartion. Includes snow removal and salt policy. Conveniently hole punched to keep in a three-ring binder.

Pkg. of 100.....\$16.00

### **Industry Labour Rate Cards for Construction and Snow**

Standard industry charge-out rates in a card format — for business or consumer use. A great reference. Conveniently hole punched to keep in a three-ring binder.

Pkg. of 100.....\$16.00

### Landscape and Grounds Management **Contractor Rating System**

Use this system to strengthen your bidding process. Includes evaluation worksheets for contractor prequalification and establishing a bidders' list. Conveniently hole punched to keep in a binder.

Pkg. of 100.....\$22.50

### **Planting Instructions**

Tips and helpful hints for consumers on how to successfully plant and care for new nursery stock.

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Pkg. of 100	\$10.00
Pkg. of 500	
Pkg of 1000	\$50.00

### Selecting a Landscape Contractor

Arm customers with a step-by-step questionnaire when they are looking for a professional contractor. Places importance on references, CHT designations, insurability and reputation.

Pkg. of 100.....\$30.00

### Selecting an Irrigation Contractor

Lists qualifications that consumers may not think about, when looking for a qualified and professional contractor. This attractive colour brochure also explains how modern irrigation systems conserve water.

Pkg. of 100.....\$32.00

# Your staff members at Landscape Ontario



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# LO AT A GLANCE



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Landscape Ontario has created an infographic that shows the scope of LO at a glance. Tweet this, post it or use it in your portfolio to tell your customers you are proud to belong to a vibrant industry that gives back to its community in multiple ways.

The graphic is on page 30 and a link can be found at http://gfl. me/x2zv

# We are

landscape ontario.com Landscape Ontario

Our mission is to be the leader in representing, promoting and fostering a favourable climate for the advancement of the horticulture industry in Ontario.

7856 Fifth Line South, Milton ON L9T 2X8 landscapeontario.com

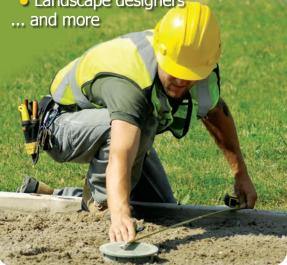
Green for Life!

HORTICULTURAL TRADES ASSOCIATION

2,400 members 9 local chapters 10 sector groups

Member companies include:

- Landscape contractors
  - Construction
  - Maintenance
  - Irrigation
  - Landscape lighting
  - Snow management
- Garden centres
- Nursery growers
- Landscape designers



# The value of scholarships offered each year by Landscape Ontario's foundation

# Member companies are great employers!

**AVERAGE HOURLY PAY RATES** LANDSCAPE MANAGER \$28.20 LANDSCAPE DESIGNER \$28.50 LANDSCAPE TECHNICIAN \$21.25 **CREW LEADER** \$23.45 **CREW MEMBER** \$16.30





Landscape Ontario's **Congress tradeshow** rates in Canada's

Economic impact of horticulture in Ontario: \$6.95 billion

# VE CARE Chapters build community beautification projects across the province